



Hank
Keep smiling baby, and maybe those two
guys over there will come over and pick
us up!

The Second Coming of Student Street

The minutes from the meeting of the Advisory Committee on Student Street Management, October 30th, 1974, indicate that things are beginning to fall into place.

Nell MacDonald S.G.A. president stated that the S.G.A. would undertake the operation of the Games Room. MacDonald has approached McCullagh-Hall Vending about supplying 2 pin ball machines, 2 electronic games, fuzz ball and air hockey table for the room.

Since the rooms will need management, MacDonald has begun

advertising the position, which is open to interested members of the student body. The successful applicant could find the job highly rewarding.

With the Games Room being moved to a new locality, the present one, G3 will be left vacant. The committee must now find a solution to good use, so if you have any worthwhile proposals get in touch with the S.G.A.

Rumour has it that there's a Music Listening Room somewhere on Student Street. Well, there is, but due to the lack of interest

which was spurred by the fact that these adventures are not profitable, the Music Listening Room may be defunct.

If the students use these facilities they are going to have to pay for them as well as patronize them. So keep in mind that the committee cannot read the minds of students; they must know what is wanted and what is feasible.

Get in touch with them, either via the S.G.A. or Lambda so they can better represent you and your interests.

lambda

VOL. XII NO. 2 LAURENTIAN UNIVERSITY, SUDBURY, ONTARIO

Management Committee

This particular committee is comprised mostly of students. Each of the four colleges, the Single Students' Residence and the SGA are entitled to have representatives on it. However, this year only Single Students' and the SGA have decided that it is worthwhile to send representatives. This is probably a good thing, from a practical point of view, because, for a change, action is being taken. Leonce Boudreau and T.L. Hennessy also sit on this committee as representatives of the administration. The administration feels it

is worthwhile to send representatives.

In the past this committee has been slow to move; however this year, at its first meeting, the committee moved on one item very quickly. The long-awaited Games Room on Student Street is soon to be a reality. All of the games have been ordered and, allowing for a reasonable period of time for delivery and set-up, the room should be operational by December 1, 1974.

The Games Room (G24 on Student Street) will have an attendant

on hand during all hours of operation (approximately 60 hours per week). Anyone with a Laurentian ID card regardless of race, color, creed, place of origin or principal language of communication will be entitled to use the room.

All of the accoutrements such as drapes, lounge furniture and ashtrays will be of a makeshift nature for the first little while. The games will include two snooker tables, two table tennis tables, a shuffleboard, two electronic games, two pinball machines, one air hockey game and one fuzzball game.

Women's Conference held at L.U.

Five women from diverse backgrounds met Friday afternoon in the Fraser Auditorium to discuss "The Role of Women in Society Today" as one of the ISO presentations during International Week 1974. The panel consisting of Kathy Molohon, Margaret Reid, Louise Thirlion-Nordstrom, Ziba Tonedakai, Joan Kuyek and chairwoman Mary Collins spoke to a fairly balanced audience of young men and women from Laurentian University.

Kathy Molohon, an assistant professor of Anthropology with the Sociology and Anthropology department of Laurentian University, spoke on "Challenge and Professional Achievement", dealing with how professionally oriented women, particularly students can meet their self-expectations. She stressed the sacrifices, both financial and social that a young woman must make in order to "invest in herself", and the ultimate economic independence

which stems from professional achievement as an important personal freedom.

Margaret Reid, daughter of trade unionist Weir Reid, is a teacher at Landsdowne Public School in Sudbury. As a professional woman herself, she dealt with the mythical assumption that "women teachers don't want administrative positions in the educational system since they're only teaching until they get married".

Although men teachers in Ontario are outnumbered three to one, they hold the majority of administrative positions. Women are accused of showing little or no interest in well paying, responsible administrative positions, but the applications indicate otherwise, said Ms. Reid.

In Sudbury at the elementary school level, three out of 57 principals are women and three out of 21 vice-principals are women. While 85 administrative positions are avail-

able, only 11 are held by women. While 85 administrative positions are available, only 11 are held by women.

On the secondary level, only one woman is a vice-principal and none of the 17 secondary schools in the Sudbury district have women principals. All administrative assistants are men. Ms. Reid illustrated that in most cases the men without the classroom experience are chosen as school principals.

Louise Thirlion-Nordstrom, now with the Laurentian University School of Translators and Interpreters, has degrees in Political Science and Law, and had been affiliated with the United Nations. Speaking in French, she dealt with the advances in the United States concerning abortion clinics, legal clinics, food co-ops, consumer groups and house-cleaning co-ops organized by Amer-

U.S. Army Units train to take over cities

Oklahoma City (CUP-ENS) - United States Army units are training to take over and run cities.

As part of the US Army Reserve Combat Readiness Program, an Oklahoma reserve unit recently took over the administration of Oklahoma City and its 500,000 inhabitants. The 486th Civil Affairs Unit was learning to take over any Ameri-

can city.

The group's civilian advisor, Donald McCorkell says, 'we could administer an entire state, an entire country, if we had to.'

He added that any information on possible candidate countries for the group's participation is classified.

Note of Appreciation

FROM GUYANESE DELEGATION

Now that our twelve day stay in Sudbury has drawn to a close, it is with heavy heart that we bid farewell to this beautiful city and the numerous friends and "familles" that we have gained. We are all leaving a little part of ourselves here as we selfishly take back a wealth of knowledge and beautiful experiences. This trip will be a memorable and for most of us, an unforgettable one. Although Sudbury is noted for its rocky terrain and harsh climatic conditions, it has served to act in reverse on its population where warmth and friendliness abounds.

We are greatly indebted to the L.S.O. for making this trip possible, the mayor of Sudbury and Dr. Monahan for their kind word of welcome and to all those organizations who contributed financially to make this trip the success it was. Last but not least, we would like to collectively thank our hosts, hostesses and escorts for their selfless attention and do look forward to the perpetuation of all friendships that were established during our short stay here.

cont'd on page three

Letters to the Editors



Dear Editor,

The Reserve Officer University Training Plan offers young men and women attending University or Community Colleges in Ontario a unique opportunity for leadership development, comradeship, military training and paid summer employment.

Last year 80 students took advantage of this plan. This year the program has no limits and will be made available to those students who qualify. (ie Canadian citizen, 17-23 years of age, attending University or Community College with sound academic standing). We feel sure your readers will be interested in the ROUTH program. In order to acquaint you with the details, we have arranged a press conference on

Thursday, November 7, 1974 at 3 p.m. in the Officer's Mess Canadian Forces Base Toronto. At this time, senior personnel from Central Militia Area will be available to discuss the plan with you. We also hope to have on hand several men and women who are now involved in the program on hand.

Coffee will be served. We hope you will join us on November 7th, and we would appreciate hearing from you at 633-6200 ext. 573.

Tom Bird
Lieutenant-Colonel
Senior Militia Information Officer
Headquarters Central Militia Area
Canadian Forces Base Toronto
Downsview, Ontario
M3K 1Y6

Dear Editor,

This pat in his head is dedicated to all those people who look in our 'Frenchies' (?) pond to see themselves, but who by sheer mischief drop mud in the water in order to blur out our life, such as this bigoted lower-case mr. mcdonald who is a liar. We have been abused in our colonial, parochial 'frog' pond for so long that now, sitting, we jump forever out of it toward the cleaner world surrounding us. And mr., as you have stated, you should not be allowed to voice your unfactual opinions in Lambda since it is people like you who by their

selfish arrogance, make us opt, in order to survive, to separatism. Your perpetuated ghetto, the pond is turning against you.

Daniel Rheume
P.S. Your threat has not succeeded: I have read your untenable position from the garbage can where I extracted it, namely you. Your evil intention has defeated itself. I thank you for having given more support to the Francophones' cause: the more people in existence like you, the more we are convinced we must fight for our rights to be people, not animals like those of your breed. Cheers.

Oh, Oh Canada

I was standing on my maple leaf
holding my beaver
and singing O Canada
When I heard a strange sound
a flapping I had heard before
but never this loud
I looked up to behold a great bold eagle
Its claws were spread ready to fight
Its beak was open, ready to dictate
And then the Eagle squawked,
swooping downward to me
It took my maple leaf
to help build its nest
and it ate my beaver,
I didn't protest much
I figured I'd get something in return
I did.....
I was standing in the same spot two days later
and the Eagle flew over and Eagle on my head
Liz Murdoch

WOMAN

ican women. Parallels were drawn to the Sudbury area by Mary Collins who referred to the closing of ACCA, an abortion referral clinic, due to the lack of funds, and the work presently being done concerning property and the law.

Iranian Ziba Tonedaskai has studied at the London School of Economics and holds degrees in Economics and Econometrics. Her seminar presentation involved the female labour force and the family unit. She first posed the theories of economics and the problems involved in family life when the wife and mother is in the labour force. An example is expense of adequate day-care facilities which many working and student mothers face.

Joan Kuyek, who has worked from Zeller's to Bell Telephone, is now the co-owner of a Sudbury bookstore, the Book Mine. She is an honours English graduate of Carleton University and was an Alderperson in Kingston. Ms. Kuyek brought the discussion down to a grass roots level, assuming that "when a woman strives for equal opportunity in the labour force, those people whom she tries to equal don't really have it made in the first place".

She illustrated this by presenting the situation of a working mother who requires a baby-sitter for her child. "The average salary for a baby-sitter is only \$30 or \$40 a week and in order to liberate herself, the working mother has to exploit a sister," said Ms. Kuyek. Going to work is important to a woman both financially and psychologically but it does have negative consequences on what she is trying to achieve.

Once the formal presentations of the five panelists were completed, discussion was opened to the floor. Questions and opinions were raised from people's liberation before women's liberation in order to meet basic needs for survival, to the validity of the threat of rape as a political crime.

Dear Editor,

Mr. McDonald, if you were trying to be an 'agent provocateur' you lack subtlety. The negative attitude expressed in your letter rightly justifies the Francophones' separation and forming of their own student body. Although entitled to his own opinion, we thought such crass and vulgar 'journalism' (we're being polite) would have been unacceptable to Lambda. How can you really

make a value judgement of the French population to attack individuals categorically because of a group political action? Don't you think there is enough tension and emotion and emotionalism on campus without needless, thoughtless 'shit disturbing'?

P.S. By the way, you are welcome to read the Francophone student newspaper 'Le Calumet', free of charge.

Diane Therrien
Michelle Bernier

A SNEAK PREVIEW OF OUR PROGRAM

What is our program? It's our Sales & Marketing Management Program and it gives you inside information on what it takes to become a successful insurance sales manager. It covers subjects such as selling techniques, law and taxation in relation to insurance and estate planning, to name a few.

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See your placement office for your copy of "Careers With the Ontario Public Service"

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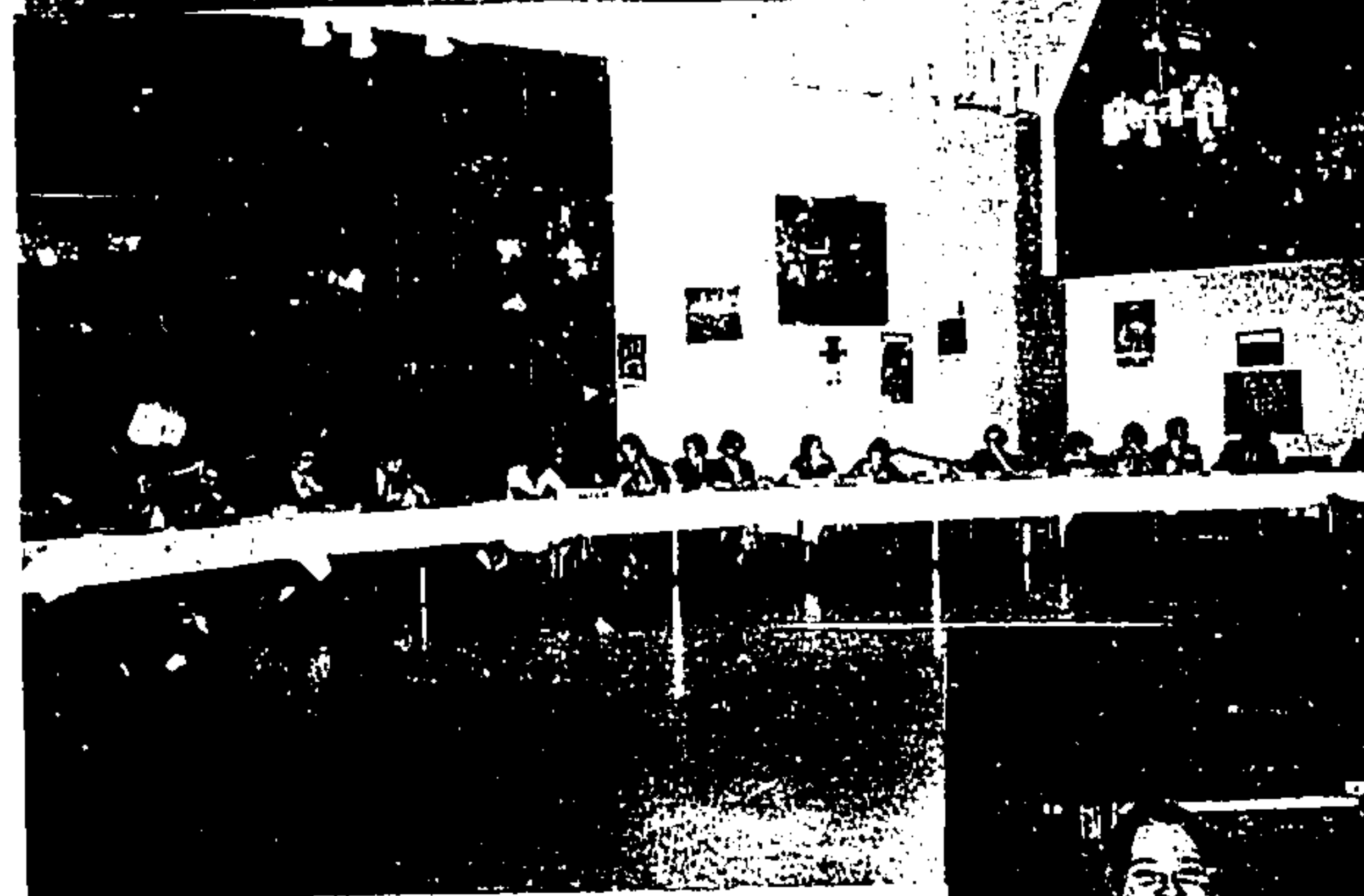
*For most of these jobs, applications must be submitted to your placement office by **DECEMBER 4, 1974.**



**Ontario
Public Service**

Laurentian-Guyana

International



photos by Dave Platt and Hank

Week 1974



lambda

LAURENTIAN UNIVERSITY, SUDBURY, ONTARIO.
MEMBER - CANADIAN UNIVERSITY PRESS.

Editors - Bob Forde,
Vivian Easton
Business Manager - Bob Milks

Lambda is the student newspaper of Laurentian University. It is published weekly mid-September to mid-March by Lambda Publications, an independent association of the students of Laurentian University.

All opinions are those of the editorial staff unless otherwise stated.

Letters to the editor must be typed and cannot be printed unless signed with address and telephone number. Pen names will be accepted only if just cause can be shown for them.

Advertising is accepted in the office, Room G-1, Student Street, Laurentian University, or Youthstream, 307 Davenport Road, Toronto, 190, Ontario.

LAMBDA is located in Room G-1, Student Street, Laurentian University. Phone switchboard 675-1151, ext. 267 or call directly 673-8613.

Thorneloe

We've moved into November and Convocation day is fast approaching. Be sure to keep the date (Nov. 29th) open. Those of you who have won a scholarship will receive your cheque at this time. Those of you who haven't won a scholarship and are bound for financial destitution, take heart. Bursary forms can be picked up at the office. These bursaries will be presented after Christmas and are available only to students registered in Thorneloe.

Thorneloe's brand spanking new council had its first full meeting recently. These meetings are open and you are invited to attend. If you wish to bring something up, please see Marcel Doré and have him put it on the agenda for the next meeting.

Thorneloe's social centre will soon be open. We are looking for an energetic, enthusiastic type person to manage it. This person will head a committee which will organize and carry out functions utilizing the social centre. Anyone wishing to apply for manager or work on this committee should contact Jim Nordin or John Nowak.

This past week saw yet another of Thorneloe's 'Celebrations to remember'. Henry's birthday party, a traditional feast, was held on Nov. 1st (that's not significant. Irony, yes) What started out as a convivial supper of weiners and beans (thank you Mrs. Rivers) and cake (thank you Cathy and Susie and ?)

and beer (thank you council!) turned into a night of debauchery, decadence and chaos. In other words, it was an unqualified success. Janet and Martin caught the festive spirit and engaged in a friendly little contest. Rumour has it that the competition ended in a draw. Special thanks go to Coach Tom and Coach Neil. Jim, (who isn't easy girls) did a very convincing imitation of Trixie. Bravo Roper! Maybe you and her could get together and work something up for the Telethon. John N. is to be thanked for making a quick trip to town when supplies ran low, and for being the face behind the Jack o' lantern. Father Spina couldn't make it. Too much confetti and cake, I guess. Jim N. is to be commended for making sure that the frosh never got thirsty. (right Francine?) Carol found out how Marnie really lives. Murray showed Bob how he used to live. John E. may be another Caruso. (not Enrico, the other one) If he keeps on singing, Sylvia's ship came in. Mary Lou, Mark and Odious Bob were allowed to attend. They abused this privilege to such an extent that they will always be invited. Bertha's David was there. He may never come again, but at least she'll have her desk. As a result of that night of revelry, two very important things were discovered. First halls are a great place to have parties and second, Jean-Guy has the best stereo in the whole residence.

The Unicorn

Sandy Siren



Since I have, in my own humble estimation, been unjustly accused of being verbose by one of my associates (professional rivalry will get you nowhere, Steltenpool), I shall endeavour to make this column as painless as possible.

I think it now safe to say that everyone who hit the road for French River had a great time. Eighty students from University College, along with assorted riff-raff, went to the Champlain Hotel in exceedingly high spirits and came back wiped.

University College's Carlsberg Night was another smashing success, but then again, how can you lose with beer being sold at 40 cents a bottle. The man himself, Carl Holmen, spent most of his evening commuting from Single Students to the UC Pub, but did manage to put in a lengthy appearance with the UC drinkers who, for the most part, were at the third degree of drink... as in drowned.

It appears that ranting and raving does have its effects since the UCSC has been blessed with the arrival

right out of the proverbial sunset, of four S.G.A. representatives. Stalwart Ted Lark has returned for another term, joined by newcomers Vivian Easton, Anita Fraser, and S. I. Siren. The four comprise an ominous power bloc if ever there was one.

November 8, 9 and 10 is the weekend designated for Homecoming '74 when the graduates of Laurentian University return to the fold. As a special function for graduates of University return to the fold. As a special function for graduates of University College, the UCSC will be holding a brunch in the Great Hall Saturday, November 9 from 11 a.m. until 1 p.m. Members of the Students' Council executive, backed up by Jack Porter, past Principal and Registrar of University College, will be on hand to greet the returning flock. Students of UC are invited to attend as long as they chuck in their \$1.50. It might provide interesting for the undergrads to see how those who finally managed to escape from this institution honourably, survived the trauma

Announcement

Handmade, a beautiful book edited by a Laurentian student, Aulene Maki ('64) has been published last year in Toronto, by Artisan's and Craftsman's Ass. Inc. P.O. Box 138, Station M..

Magnificently illustrated by Mark Buckiewicz and Aulene herself, the book was totally handprinted by Miss Maki - thus no other printer was needed. It is a fine work of art!

Stroker's Box

We're back.....

What's happening at U of S? Well first, our Halloween party held on the 26th, turned out to be a success.

Prizes were given out for the two most original costumes. Jo-Anne Bélanger won for the girls while Mike Whittle took it for the boys.

The atmosphere was most appropriate for the occasion. This was made possible due to the lovely decorations and the jovial mood of all participants; therefore we thank Rick Lyons on his talents for the work of art displayed in the Administration Lounge.

We must congratulate M. André Dionne, a fellow student of U of S who took the step in

to wed-lock on 2nd of November.

All people from Residence would like to send André and his bride, the best of wishes and express the hope that their future endeavours are successful.

There's only two weeks left before the annual U of S Beerfest, held on Nov. 16th. All the proceeds are for the Orphan's party later this year. We feel confident that everybody will be there.

Advanced tickets are now on sale at the entrance of the Great Hall and in front of Science II Cafeteria. The number of tickets are limited therefore buy yours now.

See you.....
NOVEMBER 16th

GO SOUTH, YOUNG MAN!

Enjoy Southern Comfort, smooth, sweet satisfaction from the South. Mixes with everything within reason and it's great all on its lonesome. Try some. You'll love it. The grand old drink of the South.



SOUTHERN COMFORT

It's about TIME

by Keith Reynolds



THE FRONT COVER OF TIME'S OCTOBER 14 EDITION CONTAINING LARUE'S LETTER AND MORE COLOUR PICTURES THAN HAD EVER BEEN SEEN IN THE CANADA SECTION

Time magazine is "the single greatest manipulator of public opinion in the 20th century," according to W.A. Swanbury's Pulitzer Prize winning book, *Luce and His Empire*.

The late Henry Luce, an old right-winger and publisher of Time, recognized this fact but felt it was the magazine's responsibility to, in his own words, "extend upon the world the full impact of our influence, for such purpose as we fit and by such means as we see fit."

While Luce died in 1967, his beliefs about the magazine's right to influence public opinion are still held by its present publishers. Only today Time is using its influence in Canada to prevent government legislation which would say Time and the Readers Digest are not Canadian publications, and would tax them accordingly.

The fuss started by a brief reference in the Throne speech to the government's commitment to helping the Canadian periodical industry. This might mean removing tax exemptions from Time and the Digest that allow Canadian businesses to advertise in the two magazines and write off the expenses against their taxes.

This is allowed for Canadian magazines, but Time and the Digest were the only American magazines given this tax status when the government brought down its legislation in the sixties.

What this means to Time is a loss of revenue from Canadian advertisers who would move their accounts to someplace still allowed the tax break.

Time Canada is the biggest of Time's international editions selling over 500,000 copies per week, an increase of over 100 percent since the late fifties.

Time's advertising revenue in 1972 was almost \$8 million. No anti-dumping laws apply to periodicals which means Time can import much of its copy from its parent company cheaply.

In fact, while Time spent over \$1,000,000 last year producing five pages a week for its Canadian section, it spent only \$250,000 filling the other 70 pages a week.

Officials from MacLeans magazine call this figure "peanuts" when compared to what it would cost a Canadian magazine to produce local copy for those 70 pages.

Time also receives benefits other than taxes or copy dumping. In a brief to cabinet, the magazine says that if it were to leave the country, the Post Office would lose \$700,000 yearly in second class mailings. But the Canadian Periodical Association has pointed out that this spending on second class mail actually amounted to a postal subsidy of almost \$3 million in 1971.

Faced with losing all this, the reaction from Time was understandably fast as the magazine and its friends began almost immediately to lobby the government against the possible legislation. The effect of the lobby was obvious to Time's 511,000 Canadian readers in the October 14 edition, as Stephen LaRue, Time Canada's President, called on his subscribers for support in an open letter.

"Since 1943 when the Canada section was introduced", LaRue says of the magazine's four or five page concession to Canadian nationalism and tax loopholes, "Time magazine has become an integral part of the national scene."

If the government doesn't back down on its tax changes, LaRue threatens Time readers with cutting out the meager Canadian news section, firing its Canadian staff, and raising subscription rates for a magazine carrying only editorial and advertising content from the United States.

The October 14 issue also carried a cover story on the Canada-Russia hockey series and more colour pictures than the Canadian section has ever seen. This might be an indication of what Time considers the price of its Canadian readers.

Time and its friends are lobbying the government professionally and with some success, which is not surprising. The magazine has been fighting off government attacks for a long time and it has learned its lessons well.

The Readers Digest does not have as much to worry about as Time since their Canadian edition is already more than 30 per cent Canadian owned and published in both official languages.

history

It was in 1956 that the Federal government first put a tax on Canadian advertising dollars going to foreign publications. The tax was 20 per cent, and the \$250,000 it cost Time did not make the magazine or its publisher very happy.

But John Diefenbaker after being elected in 1957 rescued the magazine by dropping the tax from his 1958 budget. The magazine was most complimentary to the "chief" but the personal intervention of US President Dwight Eisenhower was probably even more

influential in changing the tax laws.

"What are you doing to our Time magazine up there?" asked Eisenhower (a close friend of the then editor-in-chief Henry Luce) of Diefenbaker.

But the Prime Minister was also catching flack at home from businessmen. Maclean Hunter Publications had got wind of the fact that the American publisher, McGraw-Hill, was planning to print Canadian editions of its business publications to compete with such Maclean-Hunter papers as the Financial Post.

As lobbying pressures mounted to prevent an influx of American magazines dumping their editorial content in "Canadian editions", Diefenbaker was forced to take action. Action in this case, as with so many other government cases meant a Royal Commission, and so the commission under the Senator Gratton O'Leary was set up to "enquire into and make recommendations concerning the conditions of and prospects for Canadian magazines and periodicals."

The O'Leary report was brought down in 1961 and one of its recommendations to save the Canadian periodicals was the removal of tax exemptions on ads in American magazines.

While Maclean-Hunter, with an eye to the \$9,000,000 in advertising going to Time and the Digest was delighted, Time was not. If the report became legislation Time would effectively be priced out of the Canadian market.

Pressure from the American government, in the form of threats to cancel manufacturing contracts, ensured that Diefenbaker did nothing while Time took out Canadian citizenship. When the O'Leary report appeared, Time packed off 91 filing cabinets from New York to Montreal and hastily created the Time Canada Editorial Bureau. Printing was moved to Montreal from Chicago and the Canadian Affairs section was renamed "Canada".

The Conservative government was already backtracking on its policy. (They have, Diefenbaker said of Time and the Digest, "established themselves in this country in good faith.") when the Canadian electorate turfed them out and handed the whole problem over to Lester Pearson and his Liberals.

The Kennedy government, whose advisors had also advised Pearson in his election, was quick to let it be known that Time and the Digest were not to be touched.

The American Secretary of State, George Ball, said in a speech in 1964, that he understood the desire of Canadians to "protect journals of fact and opinion that provide expression for Canadian ideas and for Canadian problems."

"But", he said, "publications fall in an area of special sensitivity involving the most fundamental aspects of our common cultural tradition. I would hope that however the Canadian government may ultimately resolve this question, it will not act in such a manner as to inhibit the free flow of thought across our borders."

If the message was not clear enough, personal communications between Kennedy and Pearson, and American threats about the Auto Pact, then under negotiation, were enough to make sure the Liberals exempted the two magazines from their legislation.

Senator O'Leary told the Senate in 1965 that he was in the exemptions, pressure from an American hand.

"I don't think there's a shadow of doubt about it," he said. "If there was ever a more illogical, more inconsistent law ever passed by a Parliament, I don't know where or when it was."

But statements by Walter Gordon, the Minister of Finance at the time the legislation was passed, proved that while O'Leary was right about American influence he was wrong about logic and consistency.

"The US State Department went into action," Gordon said in a 1969 speech. "Its representatives urged on behalf of the whole US administration that nothing should be done that would in any way upset the late Henry Luce, the proprietor of Time."

"It was submitted that Mr. Luce had great power in the United States through his magazines Time, Life and Fortune, and if he were irritated the results could be most damaging both to Canada and to the US administration."

"The Canadian government concluded, quite rightly in my opinion, that there was considerable validity to these assertions respecting the influence of Mr. Luce and, accordingly the Canadian edition of Time magazine was exempted," he said.

"I was aware," Gordon says in his memoirs, "of the power and influence of Mr. Luce and of the difficulties in getting the US Congress to approve the automobile deal."

In spite of the logic of the move, Gordon said in his book a Choice for Canada, that guiding the bill through the house and explaining it to the Liberal caucus was "one of the most unpalatable jobs I had to do during my period in government."

During the ratification debate in 1965 Senator O'Leary angrily told the Senate, "If this House votes for this legislation, it will be voting for the proposition that Washington has a right to interfere in a matter of purely Canadian concern, and voting a possible death sentence on Canadian periodical press, with all this can entail for our future voyage through history." Some of the government agreed with his sentiments. During the vote in Commons 31 liberals were absent, refusing to support the vote.

But the biggest threat of all to Time's Canadian citizenship and profits was still to come in the form of Senator Keith Davey's Royal Commission on the Mass Media, in 1969.

Time was not overly concerned by the commission. LaRue candidly said that their being a foreign publication was not a hindrance.

"There is no flack at all from the advertising agencies," he said, "In fact our being American seems to attract them. The agencies dislike the nationalism furor that went on at the time of the (O'Leary) Royal Commission."

One reason LaRue may not have been concerned was that more people were supporting Time now than had been before the O'Leary Commission.

Floyd Chalmers, the president of MacLean-Hunter, had told the earlier commission "quite frankly, the parasitical character of these publications suggests that they are not particularly entitled to sympathetic or generous treatment."

MacLeans, the flagship of the MacLean-Hunter empire, lost \$3 million in advertising from US controlled companies after it lead the fight against Time and Readers Digest.

But if MacLeans had not gotten the message the two American magazines now had a carrot as well as a stick. A magazine Advertising Bureau (now the Magazine Association of Canada) had been formed by Time, the Digest and several Canadian magazines, including MacLeans.

cont'd on page 6

TIME con'd.

The Bureau equalized the ads a bit, although Time and the Digest still received over 50 percent of the money. For this the two magazines paid half of the bureau's bills, spread some of their ads around by using package deals, advertised their own magazines heavily in the Canadian magazines, and by so doing bought their support.

R.A. McEachern, MacLean-Hunter's Executive Vice-President consumer magazines, told the Davey Commission that it would be "unrealistic" to remove the exemptions and that their competitive presence was far from intolerable. "We ask for nothing," he said.

All Canadian owned members of the Magazine Advertising Bureau shared the thoughts of MacLean-Hunter, according to the Davey Commission. The commission was told if Time and the Digest became too expensive, many advertisers would stop advertising in all magazines including Canadian ones.

Time, Readers Digest, MacLean-Hunter, and Steve Crosbie of the Magazine Ad Bureau, all argued the same way before the committee: that the money going into the two magazines would not go into Canadian publications, but would drift away into television and other media.

The Davey Commission heard all their arguments but was not convinced. The commission concluded, "the O'Leary recommendations were sound when they were made, and the intent behind them is sound today." Davey himself wanted exemptions cut immediately, while other commission members wanted them phased out over five years.

However, following the paths of most royal commissions, Davey's Mass Media Commission was promptly shelved and forgotten after publication. But Davey, a Liberal organizer and the man who engineered the party's brilliant 1974 election campaign was not so easily forgotten.

Nor were Hugh Faulkner, or other members of Trudeau's cabinet, who wanted a somewhat more nationalistic slant concerning cultural, if not economic, affairs. The result was the brief section from the Throne Speech calling for support of Canadian publications and the start of a new campaign by Time.

This time, however, things are not going so well for Time. MacLean-Hunter, now smelling not only Time's profits, but government aid as well, has decided to oppose Time again.

In fact, MacLeans magazine is already planning to go weekly with a staff of 60 to replace Time magazine. Editor Peter C. Newman is even reported to have made tentative staffing arrangements in case the government ends the tax exemptions.

MacLean's Publisher, Lloyd Hodgkinson, is more cautious than Newman, perhaps remembering the \$3 million lost in the early sixties.

"MacLeans is seriously looking at the possibility of starting a news magazine", he said "there's no question about that and certainly the government knows that. But I really don't want it to be contingent on the other thing (the tax change)."

Still, when Hodgkinson was asked to approach the cabinet for the Magazine Association of Canada (formerly the Magazine Advertising Bureau) on behalf of Time magazine, he refused.

The Magazine Association was also less vocal than it had been. At first John S. Crosbie, the association president, pointed out that the revenue for Time and the Digest had fallen from 51.5 to 48.5 per cent of this group's revenue between 1972 and 1973. This he said came to a mere 16.22 per cent of all ad revenue in all Canadian periodicals including weekend newspaper supplements. Time's ad revenue increased from \$5,963,831 to \$6,844,526 in the first nine months of 1974, while the Digest's ads increased slightly.

The present

Recently, Crosbie has had letters to the editor in Ontario newspapers denying that the MAC should be considered the Time lobby. Whether this is public relations or the truth now seems open to question.

Even the United States Government seems less willing to protect Time, the darling of their State Department. Time Canada has always pushed the American State Department line, including its disapproval of the controversial sale of Canadian locomotives to Cuba. While State Department officials in Washington admit they are "just sitting back and watching", embassy officials in Ottawa claim to be even less interested.

"It's the kind of thing we don't comment on, it's an internal Canadian affair," said one official.

The reason this has suddenly become an internal Canadian issue is Time Canada's fear that American pressure on their behalf might backfire.

Time is perfectly "aware that an angry US intervention would seal the issue," according to one US government source. "The US government is also aware that it would be counter-productive," in an era of "heightened nationalism".

Senator Keith Davey says he only knows what the American Government is doing from reading newspapers.

"But it's a very expensive and powerful lobby running around on Parliament Hill, though I don't know if they'll be as successful as they were."

Davey also says, "I would think the government should be encouraged by the public response they have been getting supporting removing the exemptions."

Some groups are actively lobbying against Time.

Sheryl Taylor-Munro, executive-coordinator of the 70 member Canadian Periodical Association, says the removal of Time and the Digest's tax concessions will "bring a little health to Canada's publishing industry."

Removal of these concessions has been one of the major objectives of the association since it was formed, she says.

She admits Time may be right when it says ads taken from them may not go to other Canadian magazines, but she says, "granted that while the whole 100 per cent may not go to Canadian magazines, even a quarter is \$4,000,000."

She also points out that a significant amount of advertisements in Time and the Digest are placed by the federal government or its agencies. And this she hopes, would certainly go to Canadian magazines.

Jim Lorimer, President of the Independent Publishers Association says, "everyone interested in Canadian writing should welcome

the news that the federal government is going to eliminate -- finally -- the fiction that Time and the Readers Digest are Canadian magazines."

But while Canada's publishers may have turned against Time, the magazine can not be called friendless. Some of Time's friends are very important and Trudeau's cabinet is split over the issue.

Backing Secretary of State Hugh Faulkner, on the decision to rescind the magazine's citizenship, are Energy Minister Donald MacDonald, Industry Minister Alistair Gillespie, Barney Dawson from Urban Affairs, and Indian Affairs Minister Jud Buchanan.

Hugh Faulkner has said he has not defined Canadian content, "but four pages isn't it," referring to Time Canada's section.

The men backing Time are Bud Drury of Public Works and Mitchell Sharp of the Privy Council.

Drury says of the present situation, "we've had a pretty satisfactory evolution through competition . . . we could have more to lose than gain by getting rid of Canadian editions."

He has stated he agrees with one argument that Time presented to cabinet, that Canada would be deprived of Time's Canadian section without the advertising money going to other Canadian magazines.

But Paul Zimmerman, head of Readers Digest in Canada, has been lobbying Drury, and the main topic of discussion probably is another one of Time's points.

Time said of its Montreal printing operation in its cabinet brief: "If circulation were to fall below a level that makes it economically feasible to print Time in Canada, we could find it expedient to move all magazine printing to a plant in the US with absolutely no revenue going to Canadian suppliers of raw materials or services."

Drury must find this argument persuasive. His Westmount riding contains the printshop which would lose money and release workers if Time moves.

Although a change to the income tax act would normally be a budget matter it is reported that John Turner's budget early next month will not contain the changes.

Finance departmental sources indicate they consider the issue a cultural sovereignty matter to be handled by Hugh Faulkner.

This will require a separate bill and because of that, Canadian Periodical Association Coordinator, Taylor-Munro says, "the US magazine has won the first round." The move, she says, will delay implementation of the bill allowing the magazines even more time to lobby.

As long as the two American magazines can compete unfairly, Canadian periodicals will be disadvantaged, the Davey Commission felt.

No matter who wins the lobbying campaign, or which way the cabinet decides, things may already be too late for one magazine. Saturday Night, one of the nation's oldest and best magazine, recently folded because their printers would not start the presses unless they could be shown they might be paid. Considering the magazine had been losing between eight and ten thousand dollars an issue, this was not particularly likely.

Saturday Night's Chairman, Edgar Cowan, said, "If the magazine had five per cent of Time Canada's monthly advertising revenue, it might not be in a financial bind."

Christian Fellowship

Sharon Todd

Are you suffering from the Chicken Little Syndrome? You are. Well, rejoice and be anxious for nothing. Students have been for thousands of years, so don't feel alone. Depression, caused by ridiculous pressures is common. After all, how many chronic complainers, habitually haggard, magnificently miserable people do you know? Quite a few probably. You may be one yourself.

Take heart, dear brother, Elijah dispelled blatant signs of the Chicken Little Syndrome and God's answer to him was that he wasn't alone. He wasn't the only Christian in Israel. In fact, there were 7,000 others. Now that's not just 10 of his friends, or 15 members of the church. That's seven times one thousand, that he didn't even know about.

We can't complain about being alone either. As far as I know, there are 90 - 100 Christians on campus at present, and who knows how many more are in hiding.

We may still be a minority, but we've got the power of the living Lord Jesus with us. So come on out and let your lights shine. Fellowship is needed from above and in each other. Let those who love Jesus, say so! If you are a Christian, don't be a "Christian corpse" (We have enough of them in our churches.) We love you. Where there is love, there is life.

There are small groups getting together somewhere on campus everyday. We will be having weekly meetings, probably Tuesday at 6 in our common room, G18 Student Street. There will be guest speakers, coffee houses, socials, etc., during the year, so let's meet together now before another year is ended and it's too late.

Inter-varsity Christian Fellowship is non-denominational and relies on our common bond of unity.

Meetings are: Monday 12:00 Rm. A310

Tuesday 12:30 Rm. C301

Wednesday 8am Rm. F218

11am Rm. C301

Thursday 10:30 Rm. F217

Friday 1:00 Rm. F217

Jesus is "alive and well" at Laurentian Watch for posters and further articles in Lambda.

SPORTS

Vees defeat the West

Last weekend the hockey Vees travelled to Michigan State to tangle with their hockey team. They came out of that series with a 1-1 record. They defeated the American team 4-3 in front of 4,200 fans in the new arena at Lansing. They lost the second game 4-1 in front of 4,800 fans.

The team received lavish praise for their impressive showing against the MSU team which is one of the top teams in the Big Ten conference. If the team continues their winning ways, the boys from the North could give the U of T

Blues and the Waterloo Warriors a run for their money this year in OUAA hockey.

This past weekend the team travelled to Manitoba to compete against teams from the Universities of Manitoba and Winnipeg. Friday the team came out on top of a 5-3 score. Rick Rebellato netted 2 for the Vees while singles were added by Tim Armstrong, Al Hamill and John Precious. The game was penalty ridden with the Vees spending 61 minutes in the sin bin as compared to the 34 minutes taken by the home team Bisons.



Dave Platt



Hoop Vees

This past weekend the Basketball Vees travelled to Winnipeg to take part in a tournament hosted by the University of Brandon. In Friday's game the Vees dumped the University of Winnipeg, 89-79. Top scorer for the Vees was Ken Olynyk with 22 points. He was followed by Mike Visser with 18, Mel Bishop with 13, Jeff Bennett with 12 and Mike Heale with 11. The win placed the Vees

in the finals against the St. Andrew's Super Saints of Winnipeg in a game played Saturday night.

On Friday, November 3rd the Vees will play two games. At 1:30 they will play the Annual Alumni Game and at 8:15 the Vees open the regular season when they will host the team from Ryerson. Get out and see basketball at its best--Support the Vees.

BASKETBALL VEES 1974-75

Mel Bishop
Mike Visser
Mike Heale
Jeff Bennett
Erick Anderson
Bob Gouley

Jeff Atwood
Mark Bennett
Mike Mulvihill
Peter Domigoni
Pat Signorotti
Ken Olynyk

Female Vees

The women's field hockey team competed in their final tournament this past weekend. In the final tally, the Laurentian girls finished in third place behind Toronto and Queen's. Ottawa was the victim of a 10-0 rout by the L.U. women. Scoring for Laurentian were Peggy Barlow with 5 goals, Marlene Izard with 4 and Krys Grygorce-

wicz with 1. The team lost to Toronto by a 2-1 score and tied Queen's 1-1 and McMaster 0-0.

This left the team with a 3-3-2 win, loss and tie record. The team is to be congratulated on their fine showing as they placed third overall. The final standings were Toronto in first place followed by Queen's, Laurentian, McMaster and Ottawa.

Soccer

The soccer Vees finished their season last weekend at Brock University in St. Catharines. They were defeated Saturday, October 26 by the score of 2-1. However, they defeated the Badgers in Sunday's game 4-2.

They finished the season with a 6-5-1 win, loss and tie record.

Final standings are not available at press time but it is known that

Laurentian did not finish in first place. As a result, they will not be able to defend their OUAA championship nor their CIAU consolation crown.

Congratulations is extended to the team for their fine showing despite numerous injuries to most of the team members. Maybe next year Lady Luck will be with the team not against them as she was this year.

Happenings

Friday November 8

Alumni Basketball Game 8:15
Womens Basketball at Guelph
Homecoming Dance- Great Hall
Leo Niemi and the Umpas
Christian Fellowship Rm. F217 1:00 p.m.
LU vs Ryerson at 8:15

Saturday November 9

Hockey - Guelph at L.U. 4:00 p.m.
Volleyball - L.U. at McMaster
Homecoming Dance- Great Hall
Music Machine

Sunday November 10

New Chamber Orchestra of Canada
Fraser Auditorium

Monday November 11

ISO meeting - Fraser Auditorium 2:00 p.m.
ISO Film Festival Fraser Auditorium 6 p.m.
Christian Fellowship Rm. A 310 12:00 p.m.

Tuesday, November 12

Christian Fellowship Rm. C301 12:30 p.m.

Wednesday November 13

Christian Fellowship Rm. F218 8:00 p.m.
Christian Fellowship Rm. C301 11:00 p.m.

ATTENTION, HEED, NOTE
To All Laurentian Students

I.D.'s are to be carried and
presented upon request at all
S.G.A. events.

The Pub will be opened
every night this week from
4 p.m. 'til 1 a.m.

A-Z
BY AZACHUK

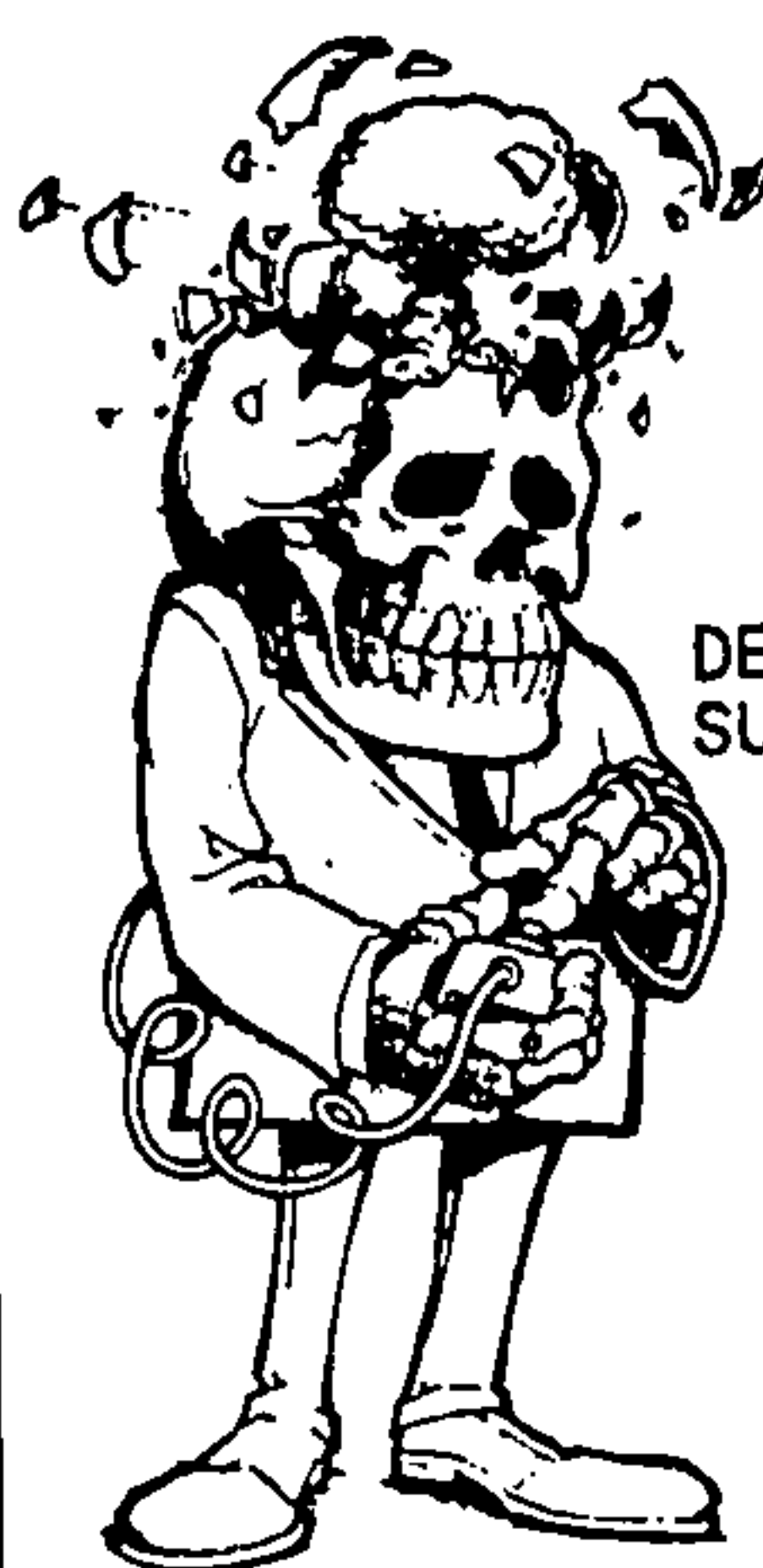
I WOKE UP THIS
MORNING AND FOUND
OUT THAT THE MILITARY
HAD TAKEN OVER THE
COUNTRY!



AS FAR AS I AM
CONCERNED, THIS IS A
DEMOCRATIC COUNTRY AND
THE MILITARY HAS NO
RIGHT RULING IT!



BUT AS A STUDENT
I'M PRONE TO BE
WRONG AT TIMES.



MAN
DEMONSTRATING HIS
SUPERIORITY OVER
ANIMALS.



ROBB

POSITION

Position of assistant director
required for boyshome. 40 bed home
boys up to 18 years.

Qualifications: Formal training in
child care work desired as well as
some background in child care work.

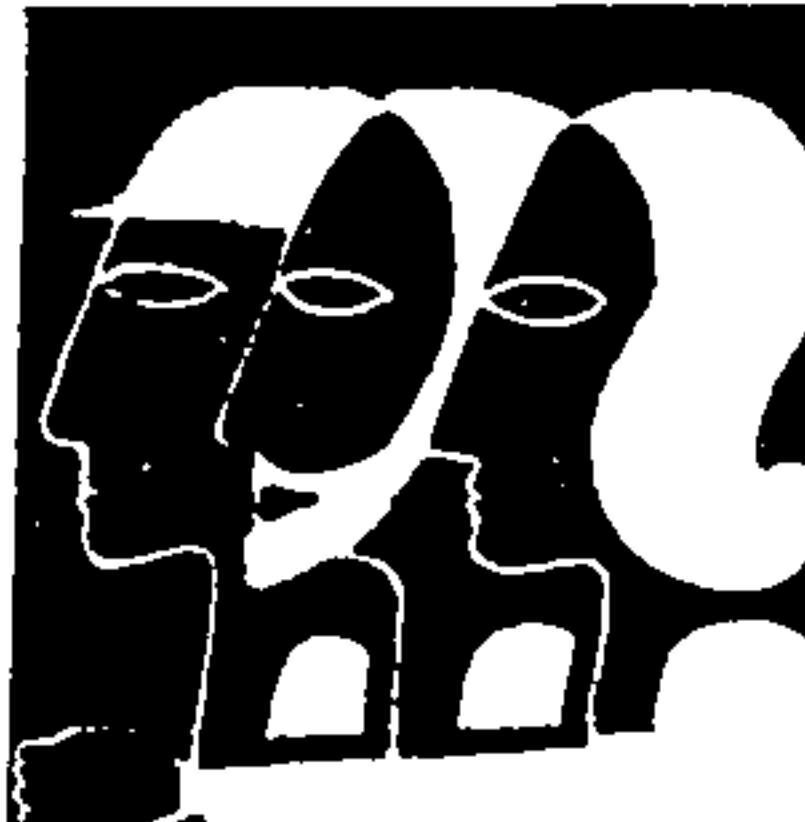
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Mondays - Closed
Tuesdays - 10 a.m. to 5 p.m.
Wednesdays - 3:30 p.m. to 5 p.m.
Thursdays - 10 a.m. to 5 p.m.
Fridays - 3:30 p.m. to 5 p.m.
Saturdays - 10 a.m. to 5 p.m.

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